

THE BASSANO MAIL

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THE MAIL PUBLISHING COMPANY, LIMITED

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J. W. BUCK, Editor

On Tuesday the writ was issued for a Provincial election to be held on June 7th, the nominations to take place one week earlier, May 31st. For some time past it has been "sensed" that this election would not be coming on, the activity of politicians and political aspirants precluding some such event since the early Spring and even on into the winter.

It was hardly expected in fairness to the electorate, however, that Premier Sifton would call for snap verdict as he has done, little time being given for the careful consideration of the issues that may or may not influence the vote on that day. Premier Sifton is, however, a politician first, last and all the time, and since he has called for the snap verdict, it must be presumed that in his opinion at least, such a procedure would be most favorable to a return of his government.

In all, there is little more than three weeks for the opposition to get its guns ready, its ammunition in order and the balls fired, so that if it be politics be forestal the other fellows, Premier Sifton sure knows the game. If the electorate were to be ignored, care to be treated with little concern as to be asked to vote more or less in the dark without time to learn the issues of an election, then the Sifton government will be returned. Otherwise the electorate will use its own judgment in the case.

Both the Dominion and the Provincial governments are this year urging greater production; they ask people to cultivate gardens and grow potatoes and vegetables to feed the people of Great Britain and the armies at the front. They argue that the war cannot be won by the Allies unless

the armies are fed. Everybody knows they are quite right. Their campaigns for greater production are laudable and earn the plaudits of the world. And this form of advertising is, as advertising always does, bringing good results. People in this vicinity are digging in for greater production and the same thing naturally, is happening in every other place.

But the editor while working a garden plot the other night, was asked "What are you going to do with all the stuff you intend to raise?" That started a train of thoughts if the editor can ever be accused of thinking. What are people to do with it? Everybody knows that the market around here has a limit, it can be easily stocked and will not be overstocked. When it is stocked there is no market, and if a man has a surplus he must keep his produce to rot. If that happens this fall then all the efforts of both governments will amount to very little and a similar effort next year will fall flat.

It is common knowledge that even with ordinary production, there is sometimes great difficulty around here in disposing of garden truck, and even so stable a commodity as potatoes. Under these extraordinary conditions what will be the state of affairs next fall? People who raise such stuff with the object of making a living will find the market glutted by the products of those who patriotically cultivate gardens to answer the call of the Empire. This will mean a come-back in years to come.

To make their campaigns thoroughly effective the governments should at once act conjointly to formulate some marketing plans for the coming fall. We who today are working tooth and nail to feed the people of the Empire and armies at the front, should have some reasonable assurance that our products and labor are not to be wasted. An ordinary gardener cannot raise sufficient stuff to ship a cartload, but a number of gardeners can. They, however, will not feel disposed to pay a big commission to a commission merchant to handle their stuff.

The government must remember that a greater production campaign, is only a half-way affair, and to be complete must be followed by a greater marketing campaign. The people are doing their share and the governments should now do their part.

BUY AN IRRIGATED FARM

From the Canadian Pacific Railway

BECAUSE

Irrigation makes the farmer independent of rainfall, and insures good crops, not occasionally, but EVERY YEAR.

Irrigation makes possible the successful culture of alfalfa, the king of alfalfa, which insures good returns in dairying and mixed farming.

Irrigation means later the farming and close settlement, with all the advantages of densely populated agricultural community.

Irrigation in the Canadian Pacific Valley Irrigation Block is no longer an experiment, the years that it has been tried having demonstrated its success wherever intelligently applied.

This is the most liberal offer of irrigated farm land on record. For full particulars, apply to

Allan Cameron, General Supt. of Lands
Canadian Pacific Railway, Department of Natural Resources
936 First Street East, Calgary, Alberta.

You can buy irrigated land from the Canadian Pacific Railway at prices up to \$50 PER ACRE, with twenty years to pay and the privilege of a loan of \$2,000 for improvements (4% interest); no principal after first payment until end of fourth year, reduced interest if settlement conditions are complied with, and no water rental for first year.

Contract can be paid off before maturity if desired.

Mail Ads Pay

BASSANO MEAT MARKET

Choice Meats at low prices for cash
Good Value for Good Goods

Your Meals

will be all the more enjoyable when
you know the meats were bought
from us

Compare Our prices with others

Special low prices to Hotels, Restaurants and
Threshers. Highest prices paid for Hides all kinds
of Poultry

E. G. HOLLEY,

Manager

HELL, BILL

Look over our new Stock

Spruce Fir Pine

Let us show you how to BUILD BETTER-CHEAPER

ATLAS LUMBER CO., Ltd.

PHONE 7

Manager, W. E. ROGERS

FIRE ALARM CALLS.

Ward 1 (West of 4th St. and south of 4th Ave.)—Five bells, pause, then five more, etc.

Ward 2 (West of Fourth St. and north of Fourth Ave.)—Six bells.

Ward 3 (East of Fourth St. and South of 4th Ave.)—

Ward 4 (East of Fourth St. and North of Fourth Ave.)—Eight bells.

Practice Alarm—Three bells.

Will Want Ads pay. Try one!

Butter Wrappers

Printed at

The MAIL

Bassano, - Alberta

Business Cards

DR. A. G. SCOTT

M.R. Tinsley, M.C.P.S. Alberta

PHYSICIAN

and SURGEON

PHONE - Office 57-Resident 131

E. L. SKERRITT

Contractor and Builder

Estimates Given Plans Prepared
M/J Work Rip Sawing Planning
Job Work promptly Attended to
Phone 145 Corner 3rd W. and 4th AV

BURNS & MAVOR

Barretts, Seditors, Stationers, Etc.

E. G. BURNS, R. A. L. M.

J. S. MAVOR, R. A. L. M.

ROBERT McLEAN

OFFICES: 15 Alexander Corner,

Calgary, Alberta

BASSANO, ALBERTA

MRS. M. GRAY

FURNITURE and UNDERTAKING

Service Day and Night

Bassano Furniture Store 3 Ave. Phone 105

Harry Holmes

BUILDER

Estimates given free on all work.

Bassano PRESBYTERIAN CHURCH

Services—11 a.m. and 7:30 p.m.

Sunday School at 9:30 p.m.

CHURCH of THE BLESSED VIRGIN

Corner 1st Avenue and 4th Street

Service every Sunday at 7:30

Celebration of Holy Communion

1st Sunday in every month.

Rev. A. C. SWAINSON, Vicar.



Bassano Lodge

No. 55

A. F. & A. M.

Meets Fourth Tuesday of each month.

Visiting brethren always welcome.

W. Macleod, W. M. R. H. Roberts, Sec.

Bassano Municipal Hospital

Graduate Nurses in attendance

for particulars write

A. G. Scott - Superintendent

FAT'S QUICK LUNCH

TURKEY AT ALL HOURS

Fruits, Candy, Ice Cream, Etc

Greens in Season

MEALS 25c up

WON GEE, Manager

Phone 13

BASSANO, ALBERTA

Neuralgia

Nightsweats

Sleeplessness

Indigestion

Hysteria

result from

Nervous Exhaustion

Take the new remedy

Asaya-Neural

(TRADE MARK)

which contains Lecithin (con-

centrated from eggs), the form

of phosphorus required for nerve

repair.

Lecithin is the active principle of

the brain and is essential for the

normal functioning of the nervous

system.

J. H. STILES,

BASSANO, ALTA.

Sole and Exclusive City and District

Sole and Exclusive City and District

Sole and Exclusive City and District

Sole and Exclusive City and District

McLAUGHLIN

Reputation and Character

THE enviable reputation of McLaughlin valve-in-head motor cars is the result of right fundamentals of character in every detail. From the machine valve-in-head motor, right in principle to start with, to every mechanical detail—transmission, clutch, brakes, electrical system, vacuum fired and cooling—the McLaughlin of 1917 has been perfected to a degree looked for only in cars selling at much higher prices.

The new series McLaughlin consists of a complete line of fours and sixes in touring and roadster types at prices from \$805.00 up, and a new 60 H.P. 7 passenger valve-in-head touring car with a handsome double cow body and superb refinements and appointments at \$1900 F.O.B. Oshawa. Send for a free copy of our 1917 catalogue.

THE McLAUGHLIN MOTOR CAR CO., LIMITED
OSHAWA, ONTARIO

\$910 J. & A. OSHAWA 1918 THE EXTRA

McLaughlin D-Four-34 Roadster—a powerful, efficient and serviceable car for business or pleasure. The luggage compartment, the unusual economy of gasoline consumption and the extra power make the D-Four-34 the ideal salesman's car.

Ladies who want a reliable car all their own for social or patriotic duties and for about-town driving, favor this new McLaughlin model.

Call and see the new McLaughlin models at the nearest McLaughlin show room. There are twelve McLaughlin branches in leading Canadian cities and there is a McLaughlin dealer in every town.

LOCAL SHOWROOMS—
HARVEY SMITH, BASSANO Agent

Canadian Standard Car

PAY When You Graduate

Garbutt Business College, Calgary

Are You Guilty?

A Farmer carrying an express package from a big mail order house was accosted by a local dealer

Why didn't you buy that bill of goods from me? I could have saved you the express, and besides you would have been patronizing a home store, which helps pay the taxes and builds up the locality. The farmer looked at him a moment, and then said: "Why don't you patronize your home paper and advertise? I read it and didn't know you had the stuff I have here."

MORAL-ADVERTISE

A SELECTED LIST OF HOME REMEDIES

obtainable from any dealer in medicines, which every housekeeper can purchase and use with confidence in their reliability for the purposes for which they are recommended.

Ferry Davis' Painkiller for Chills, Cramps, Bowel Troubles, and externally as a Liniment for Sprains, Bruises, Sore Throat, etc. Used all over the world for 70 years. 25c. & 50c. bottles.

Allen's Cough Balm for common Colds in the Bronchial Tubes. Especially recommended for children as it contains no opium or other harmful drugs. 25c., 50c. and \$1.00 bottles.

"The D. & L." Hazel-Menthol Plaster. A soothing and drawing plaster for the quick relief of Rheumatic Aches and Pains, Lumbago, Backache and Neuralgia. Combines the well-known virtues of Witch Hazel and Menthol. Each plaster is six-eight inch tube. Price, 25c. each; also supplied in 1 yard rolls, equalling 7 regular size plasters, \$1.00.

Davis' Liver Pills for Constipation and Sick Headache; gentle but effective. 40 pills, 25c.

Davis' Menthol Salve. Soothes and heals Bites and Stings, Scratches, and many Skin injuries and affections. Required in every home. 25c. per tin.

Dylcia Toilet Cream. A delightful and effective liquid preparation for the complexion, hands and skin. Preserves against wind and sun. Attractively put up, 50c. per bottle. Send 5c. for facsimile trial size bottle to Davis & Lawrence Co., Montreal.

"The D. & L." Emulsion of Pure Cod Liver Oil. Invaluable to build up delicate women and children, restore the weight and vitality after attacks of Bronchitis, Colds, etc. Palatable as cream. 50c. and \$1.00 bottles.

Ferrovim. The invigorating Iron Tonic. Recommended for Thin Blood, Old Age Exhaustion, and General Debility. Combines the virtues of Iron and Red with just enough Pure Spanish Sherry Wine to aid the weakened digestion. \$1.00 per bottle. All these standard preparations are prepared in Canada. If not obtainable at your dealers, write to the Proprietors:

Davis & Lawrence Co., Mfg. Chemists, Montreal

Home Dressed Meats

The Best on the Market
If you want good meat, raised on an Alberta farm, meat that can be depended upon for being good and fresh every day in the year, try us

Phone Orders Promptly attended to

E. EVANS & SON

Jimmy Stinson, Mgr. Phone 22

STAMPEDE!

Agricultural, and Stock Exhibitions, Race Meet, Street Carnival, Championship baseball tournament

All in one Stupendous Celebration—100 Hours of Continuous Excitement at

MEDICINE HAT

JULY 10-11-12-13

\$25,000 in Cash Prizes.

All proceeds for patriotic purposes

Cheap rates on all railway lines during the week

For Further Information, write
GEO. W. McGLAFFERTY,
Secretary

Will YOU Give 3-¹/₂ Cents a Day to Keep

A Child From Starving?

If you will, read this appeal carefully then decide what share you will take in helping avert the greatest tragedy of all time.

1,250,000 CHILDREN ARE FACING SLOW STARVATION IN BELGIUM TODAY.

The Belgian Relief Commission has not the means to supply these growing children with the food that is necessary. **THE SITUATION IS SERIOUS.** This great relief fund has largely been administered through Americans; the break between the States and Germany has brought about a crisis; there is more need of funds now than at any previous time.

THE GREAT RELIEF WORK MUST AND WILL GO ON. WE MUST DO OUR SHARE.

At the present time the growing child in Belgium receives only a "hunk of bread and a bowl of soup" each day. It is not enough; they must have more—or starve.

For 3 1-2 cents a day the Relief Commission can supply one child with an extra "meal" of a biscuit made with fat or lard and a cup of cocoa, not much, but it is the difference between life and death, between health and disease, for the children of heroic Belgium.

ALBERTA HAS BEEN BLESSED WITH TWO RECORD-BREAKING CROPS.

We are prosperous—the future looks bright—we are in a position to help. How many starving children can you look after? How many will we look after?

HOW MANY WILL YOU FEED?

\$12.00 a year, the price the Alberta farmer received for eight bushels of his wheat, will give this extra "meal" to one child for a whole year. 10c a day or \$36.00 a year will keep three children from starvation. \$60.00 a year will feed five; \$120.00 a year will feed 10.

WERE YOU EVER HUNGRY?

Can you picture starvation, the pinched faces, the piteous cries? **IF THE CHILDREN WERE STARVING IN ALBERTA** you would help—

YOU WILL HELP IN THIS CASE

You can't pass by the children's cry for food from starving Belgium! **AND YOU MUST ACT NOW**

The thought that you are feeding some of these unfortunates each day will bring you happiness. Think of the eager little hands reaching for the meal you supply.

Your own meals will taste sweeter when you do your share. The paper in which you are reading this is doing its share by publishing this appeal without charge—**WHAT WILL YOU DO?**

You may send contributions by the week, month, or in one lump sum. You are **ASSURED** that your money is used for the purpose it is sent.

THERE ARE HUNGRY CHILDREN AWAITING YOUR DECISION. HOW MANY WILL YOU FEED?

Send cheques payable to—

Belgian Relief Fund

FOR SOUTHERN ALBERTA,

and address them to J. H. Woods, Hon. Secretary-Treasurer, Southern Alberta Committee, Herald Building, Calgary.

C. L. HUGHES

Brick Laying, Plastering and
Cementing. Satisfaction
guaranteed

Bassano Alta.



Place your order now for spring delivery. Cars may be hard to get when the season opens, so make sure of your car by placing an order for one now.

The following prices for Ford cars will be effective on and after August 1st, 1916

Chassis	\$450
Runabout	475
Touring car	495
Coupelet	695
Town car	780
Sedan	890

f. o. b. Ford, Ontario

These prices are positively guaranteed against any reduction before August 1st, 1917, but there is no guarantee against an advance in price at any time.

ROY SMITH, Dealer

